

Research on the Communication Strategy of Guilin Festival Culture from the Perspective of New Media

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Abstract: Through new media technology and new digital media communication channels, explore the local festival cultural experience and inheritance strategies in Guilin. By researching the current situation of protection of folk culture and the characteristics of new media forms, this paper analyses the relationship between the new media era and the digitization of folk culture, and elaborates in detail the specific methods of the diversified dissemination forms used in the dissemination of Guilin festival culture in the new media era. The innovative application of new media technology can help us inherit the traditional culture of Guilin folk festivals. In-depth study of cultural exchange mode, from the aspects of public cultural services, characteristic cultural development, and so on, to enhance the soft strength and attraction of Guilin local culture.

Keywords: New media, Guilin Festival culture, Digital technology, Communication Innovation

1. Introduction

Folk festival culture carries local customs and customs and highlights local human characteristics. At present, there are some problems in the display and inheritance of festival culture in Guilin, such as the backward form of cultural transmission, the insufficient digital protection and inheritance, and the lack of public education function. Therefore, it is urgent to improve the understanding of Guilin's folk festival culture through a variety of ways, and guide people to participate in the festival spontaneously through the multi-intervention of new media technology, so as to enhance Guilin's cultural influence and regional cultural characteristics, and promote local cultural confidence.

2. Overview of folk culture and Guilin festival culture

2.1 Overview of folk culture research

The experts and scholars who first studied folklore usually focused on folk stories, folk creations, folk events and so on. Their research methods are basically literature research method,

that is, combing the original documents. This leads to a large gap between it and the actual needs of ordinary people. At present, the research object of China's folk culture is mainly concentrated in the field of "intangible cultural heritage". Li Wenyang believes that the research object of folklore is not limited to the "intangible cultural heritage" culture, but also includes those living folk customs that are constantly formed in the changes of social life style and communication mode, from the interpretation of meaning to the innovation of form, and play a role in the current secular society [1].

Under the background of the new media era, some scholars proposed to use digital means to store folk cultural resources and further intervene in the development and creation of folk cultural resources by digital means. Through the introduction of digital media technology and diversified expression of folk culture, it can not only broaden the research contents in the discipline of folk custom, but also improve the communication effect and experience of folk culture [2].

2.2 Overview of the protection forms of traditional folk festival culture

At present, the protection methods of folk festival culture include static Museum Tibetan protection in fixed places, the development of Festival cultural resources in combination with the tourism industry, and supporting folk inheritors to promote the protection of cultural inheritance [3]. First of all, the protection of static library and Tibetan style mainly focuses on the achievement protection, and timely preserves part of the dying folk culture in the memory of human culture; Secondly, the protection mode of supporting and helping inheritors has realized developmental protection. Fundamentally, protect folk culture in the way of development; Thirdly, the development and protection of cultural resources should be combined with the development of tourism industry to create open protection and experience projects to realize the integrated development of folk custom and tourism industry. With the development of times and technology, traditional protection measures should also keep pace with the times. The combination of new and old modes and technologies can better promote the orderly inheritance of folk culture.

With the development of digital media technology, all kinds of information dissemination and experience equipment are also undergoing technological revolution. The traditional folk culture industry has made great breakthroughs in terms of communication breadth, experience degree and popular science depth. The folk festival culture communication supported by information technology has richer channels, but it also faces new challenges in the excavation of its cultural connotation and multi-dimensional expression.

2.3 Overview of the development of Guilin festival culture

Guilin Festival is rich and diverse, including many festival activities with local characteristics, which attract tourists from all over the country to experience and play. There are six kinds of folk festivals in Guilin: the first is the characteristic agricultural Festival. For example, Gongcheng moon persimmon Festival and Pingle grapefruit Festival; The second type is the characteristic landscape Festival. For example, golden autumn osmanthus Festival, Gudong waterfall red maple Festival; The third category is festivals with humanistic characteristics. For example, Jiangtouzhou girls' Festival and Yongfu County Longevity Culture Festival; The fourth category is festivals

related to operation and production. For example, Yangshuo County fishing and Fire Festival and Guanyang 28 agricultural tools Festival; The fifth category is the industry characteristic Festival. For example, Guilin International Animation Art Festival; The sixth category is all inclusive festivals. For example, the golden goose culture festival in Yanshan district. In short, the folk festival activities in Guilin provide an important thrust for establishing the image of local characteristics, building local tourism projects and activating local humanistic context. Deng Yunbo and Xian Chengyi believe that there are still some problems in the operation of Guilin festival activities, such as mainly arranged by local governments, insufficient social participation and initiative, lack of academic rigor in the investigation of some festival themes, and imperfect development of festival supporting facilities. In addition, the contents of some folk festival activities are stereotyped, which is not only difficult to present local characteristics, but also extremely lack of diversified forms. It is still necessary to further explore the festival contents and activity forms, so as to improve the participation of folk festival culture [4].

The intervention of new media technology can not only provide a platform for the protection of Guilin festival culture, but also provide new performance content for the festival culture industry. The traditional static Museum Tibetan protection is difficult to meet the inheritance and innovation of the current folk festival culture. In the era of information opening, we should break through the closed protection of a single cultural industry, comply with the development of science and technology, and realize the coordinated promotion of festival culture by multiple industries [5]. Guided by new media technology, integrate digital media with Guilin's rich festival folk activities, follow the trend of the times, start the innovative utilization of cultural resources, and solve the problem of "difficult survival and protection of folk culture".

3. Transformation of cultural protection forms in the new media era

3.1 Diversified forms and advantages of new media

The traditional way of information dissemination is to transmit all kinds of information to the public through television, radio and other media. New media is a new media form that combines new digital technology and stores and disseminates information through different platforms and channels. Traditional information media has some shortcomings, such as singleness, lag and closure, but wireless Internet technology can transmit information more quickly and enhance interest and interaction. The audience can communicate with the information source anytime and anywhere to realize the efficient dissemination of information and culture.

New media is a new means of transmission of folk festival culture. Deduce and spread traditional folk culture through new media technology to make it more daily and interesting. In the past, there was a serious lack of ways to understand folk festival culture for two main reasons. On the one hand, as a cultural research resource, only a few people have a better understanding of folk festival culture, which is directly related to the positioning of folk festival culture [6]. The pace of urban life is tense. Most information service providers push information related to clothing, food, housing and transportation, and lack rich information content such as folk festival culture. On the

other hand, there are few ways for people to obtain knowledge related to folk festival culture. Folk festival culture has regional characteristics. If you want to understand a kind of folk festival culture, you must go to the place where it is in a specific season in order to deeply experience its festival atmosphere and come into contact with Festival cultural products with high reduction. In daily life, people can receive very little information about Guilin folk festival culture. Rational use of new media technology can effectively solve the problems of lack of publicity channels and single experience mode of folk festival culture [7]. For example, electronic technology and equipment can be used to convert the images and image resources related to Guilin folk festival culture into the information source of new media terminals, and then these information can be transmitted to the majority of network user groups through mobile media, digital intelligence television and other media.

Make intangible cultural heritage daily and daily, and create simple and interesting folk festival publicity content with the nature of science popularization. People can acquire the knowledge of folk festivals in their spare time, and understand the special meaning of festivals and the multi-cultural differences. The innovative combination with digital media can not only promote the promotion and publicity of folk festivals, but also provide help for the inheritance and development of folk culture.

3.2 The influence of new media on cultural communication

New media technology provides more choices for the dissemination of folk festival culture, widens the space and path of its inheritance and development, and enhances social interaction [8]. New media technology breaks the social interaction with a certain identification program as the starting point in tradition and reality, making it more casual and natural.

New media communication has penetrated into all aspects of life. The old and new media complement and promote each other, creating a new communication paradigm. The diversification of communication channels makes the cultural form contained in the information itself effectively communicated to the majority of audiences. With the acceleration of cultural integration, in today's global integration, various new media have created a new platform for information exchange for mass culture [9]. New media can efficiently produce various cultural contents and meet people's needs for information, which is inseparable from its characteristics of real-time interaction and convenient operation.

3.3 Digital technology in the new media era

For the cultural heritage of folk festivals, digital development and protection is the combination of science and technology and cultural research. While protecting folk culture, digital technology improves its economic value and promotes the steady progress of the times and society.

The digital library project - "American Memory" in the United States aims to enable all schools, libraries and families to quickly and easily obtain the materials they need, and understand, re summarize and use these materials according to their personal needs [10]. Japan's Kyoto Ritsumeikan University used visualization technologies including virtual reality and network

3D-GIS to build a "Kyoto virtual space-time" from the 17th century to Japan's Heian era [11].

With the development of new media technology and media language, the transmission ways of information are more abundant, and the transmission ways of folk festival culture are gradually diversified. The digital protection and communication mode provides a new platform and creates new continuation means for the folk festival culture, making the communication field of folk festival culture break through the boundaries of regions and groups. The use of digital new forms to protect folk festival culture has endless potential and value.

4. The way of Guilin festival culture communication in the form of new media

4.1 Personal mobile multimedia terminal disseminates festival culture

At present, mobile phone is the most representative product among digital mobile communication tools. Users can realize effective interaction of information through the Internet. Nowadays, mobile phones are constantly updated, and more and more users begin to download and use application app on mobile phones. Information providers use app as the output program to integrate and push all kinds of information such as short video, news, microblog and other resource information to users. Personal mobile devices are continuously developed and upgraded, and the network user group is also expanding over time. With the continuous expansion of wireless Internet technology, personal mobile devices have become the most high-speed, convenient and timely means of information dissemination.

Under the background of the popularity of mobile terminals, the solid-state protection of folk culture gradually loses priority. Diversified creation and information promotion are the real and effective protection methods of festival culture. The primary task of developing Guilin festival culture is to improve the understanding of the festival content and deeply carry out the dissemination of connotation on the premise that people know a certain content, so as to expand their influence. Guilin festival culture lacks attractive interpretation and creation due to insufficient publicity, which makes it difficult for local people to really touch and experience festival culture in their lives. As a local cultural resource, festival culture loses its mass base when it disappears in the countryside and rural areas. At present, with the social and economic recovery, art and culture have returned to the public's vision, and the development of local cultural resources has ushered in a new wave of spring. All parts of the society are actively exploring local culture, and artistic activities are booming. Once distant folk customs or festival activities are pushed to the public's vision with the information of digital media. Now is the best time to spread local culture and enhance cultural confidence. Use new media technology from multiple angles to re create Guilin festival culture, expand the diversity of festival culture and the interest of external expression, and push it by the application on the mobile media terminal, so that the rich festival cultural content of Guilin can be understood and recognized by the mobile user group, so as to improve the popularity and influence of Guilin local culture.

4.2 Interactive Festival cultural information dissemination

Interactive information dissemination is different from the previous "convey receive" mode. It pays more attention to the communication and interaction between users and the media. It not only needs the efficient communication and real-time feedback of information providers, but also needs to provide users with diversified interactive modes. Interactive communication optimizes the user's sense of experience and improves the operability and interest of users when browsing information. With the recording and feedback of the interactive system, the browsing preference and interest direction of the user group can improve the information push accuracy of the information provider. After receiving feedback, service providers can better optimize and improve themselves. The most remarkable feature of interactive communication is the "real-time, efficient and easy" information interaction. Information communication technology is constantly updated, and the interaction of information is also continuously enhanced.

There are many types of festival culture in Guilin, and different interactive communication means can be adopted for various projects. First, information providers can guide users to feed back the received information, interact in time, and get better push strategies. For example, the dissemination of Guilin cultural characteristic festivals should use the method of information feedback interaction. The information provider transmits celebrity culture and Fushou culture to the majority of user groups through the digital media platform. After users push and receive information through various channels, they use messages, comments, secondary creation and other ways to exchange cognitive and psychological feelings with other users and information providers. The user group itself and even the "real interaction" between users and providers can not only improve people's discussion enthusiasm for the content of folk festival culture, but also enhance the influence of Guilin festival culture itself, and provide diversified ways and methods for festival culture protection from the perspective of the majority of network users. Second, information providers can actively develop new Festival cultural experience projects, broaden the channels of information dissemination and the interest of information expression. For example, for the festival activities of products and production, vivid and operable applications are developed by information providers. Mobile end users can realize the effective experience of "personal Festival content" through their own operations, such as clicking and sliding on the mobile screen. Combining the above two information interaction means can better promote the experience and dissemination of Guilin festival culture, and achieve the digital experience goal of "online Festival" without leaving home.

Personal mobile phones and tablet computers are the main mobile information media in the current society. Mobile phone users can easily click the screen to browse the information in the app and understand the contents of various folk festival cultures through information providers. While understanding the festival, users can also provide their own views and suggestions on folk festivals, and work with providers to promote the protection and dissemination of festival culture. At the same time, the rich and diverse apps in mobile devices can provide users with different interactive experiences. Taking the agricultural tools festival in Guanyang, Guilin as an example,

designers can cooperate with the protector to design a virtual production experience app. The users of APP operate the agricultural tools related to the festival through finger touch, and let the agricultural tools carry out planting, cultivated land, harvesting and other operations through finger sliding. Simple clicking and sliding screen can let the experimenter know the production and use of agricultural tools and the celebration ceremony after harvest. The relaxed agricultural tool experience app may also become a way for Internet users to relieve boredom and leisure. Experiencing Guilin agricultural tools festival in the above way can not only make the operator feel relaxed and free in a short time, but also realize the interesting dissemination of Guilin folk festival culture, so as to attract more people to come to the field for experience.

4.3 Application of new media technology in festival culture display

According to the different characteristics of the festival, various forms of cultural experience products can be designed, which can not only publicize the cultural connotation of the festival, but also effectively improve the effect of digital festival experience. For example, holographic projection technology is added to outdoor poster panels and large windows to make the display of folk festival culture of operation and management more eye-catching and make people more willing to understand it. Another example is using virtual VR technology to wear devices. Users can feel the excellent landscape festivals in Guilin and "stand" in peach blossom forest or red maple forest. It can be realized under the current technical background. For example, a festival cultural experience interactive device is installed at the intersection of people such as bus stops and subway waiting rooms. The device can simulate the festival scenes in different periods of Guilin, let people experience the festival fun of Guilin Grape Festival and grapefruit Festival, and carry out virtual crop picking. The new media interactive platform spreads the festival information through visualization, which separates it from simple text and picture display, and increases interest and operability. Guilin's Festival cultural resources and new media technology promote each other. The ever-changing Festival cultural experience products can not only publicize the local festival characteristics and improve people's attention, but also promote the development of Guilin's cultural industry.

5. Conclusion

Digital technology in the new media era has gradually changed our way of life, weakened the dominant position of traditional media, and highlighted the guiding role of network media and mass communication. With the continuous innovation of new media technology, the excavation and promotion of folk festival culture can be further deepened. Integrate the latest digital experience methods and information interaction channels, and apply them to the dissemination of folk festival culture, so that more people can understand and experience Guilin folk festival culture, so as to enhance the local cultural attraction and influence of Guilin.

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